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A method and an apparatus for implementing the method for using and implementing a service-on-demand in a mobile communication system. The services-on-demand are intended to be received by means of a mobile station. The mobile station monitors of a cell transmission and receives parts intended for the mobile station from the transmission. In order to use the services-on-demand, in the method the service-on-demand is offered in the cell to all mobile stations located in the cell over a first channel, a registration message (2-2) is transmitted from the mobile station for registering as a user of the service-on-demand over a signalling channel, an acknowledgement (2-4) of the registration, indicating how the service-on-demand is received, is received at the mobile station, and the reception of the service-on-demand is started over the first channel in a manner indicated by the registration acknowledgement.